S.T. Dupont
PARIS 1872

BE EXCEPTIONAL

NEW BELTS LAUNCHES

S.T. Dupont
PARIS 1872

BE EXCEPTIONAL

EUROPEAN BELTS - NOVEMBER 14
8 skus

140 YEARS

For almost forty years, ST Dupont has been dressing men with elegant belts and accessories.

To complete its belt offer, ST Dupont now brings out a new collection. The new ST Dupont collection is available in a wide choice of leathers, Colours and textures, with 30mm or 35mm buckles in palladium finishes.

Faithful to tradition and its know-how in leather goods, ST Dupont has Chosen the best skins and completes its existing range of straps with Line D leather, suede, grained or embossed leathers in various colours.

A hand-stitched tricolour band recalls the brand's French identity.

- A worldwide assortment with :
  - Simple tong buckle and more rounded
  - More choice of straps both in 30 and 35 MM
  - Larger price range

TO GET A MORE WORLDWIDE ASSORTMENT

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- We need a simple tong buckle and more rounded

TO GET A MORE WORLDWIDE ASSORTMENT

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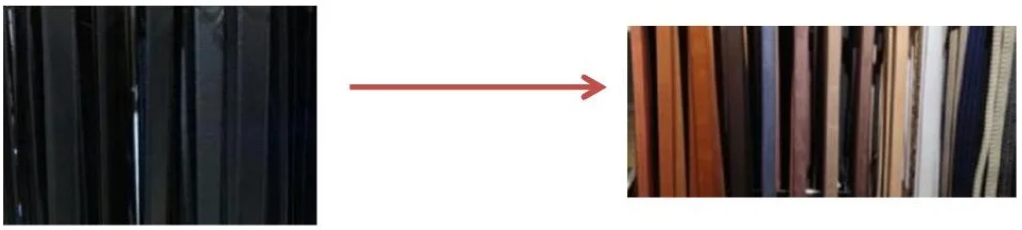
- More choice of straps both in 30 and 35 MM
  - Color variation : dark brown / cognac / navy blue / cherry red / grey
  - Distinctive textures : grained leather / suede / smooth leather / embossed crocodile
  - All the straps will be reversible



HAND-STITCHING TRICOLOR BAND

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- It recalls the brand's French identity
- This identity sign is transversal on ST Dupont leather good products

NEW BELTS PROJECT

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- Launch in 2 steps :
  - **Step 1 : November 14**
  - **Step 2 : April 15**

NEW BELTS PROJECT NOVEMBER 14

S.T. Dupont PARIS 1872
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- **30 MM offer – palladium finishes**

Reference
8200120

Reference
8200145

Reference
8200170

Reference
8200171

NEW BELTS PROJECT NOVEMBER 14

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- **35 MM offer – palladium finishes**

Reference
8210120

Reference
8210180

Reference
8210182

Reference
8210183

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ANIMATIONS - NOV 14 / JAN 15

AUTO REVERSIBLE / AUTO LOCK SYSTEM

7skus

140 YEARS

CONTEXT

ST DUPONT further completes its Line D business offer with functional belts for everyday use.

These reversible belts are ideal to match with different looks. Choose the smooth black or dark brown side with a simple flick of the reversible buckle.
We also offer a functional and innovative new range with an Auto Lock system to adjust the belt.

Quickly adjust your belt to your size in one smooth gesture: no hole on the strap, just tighten or loosen your belt as you wish.
All these models are available with a delta box black / dark brown reversible strap.

LINE D BUSINESS ANIMATIONS

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BE EXCEPTIONAL

- Renew with growth on belt category

- Remain the leading brand on traditional segment
  - Introduce innovation
    - Auto reversible system
    - Auto lock system

  - Complete the offer with an entry price buckle for 35MM

- Auto reversible 30 MM

Reference
9430120

Reference
9440120

Reference
9460120

Palladium finishes
Delta box strap (black / dark brown)
Made in Italy

- Auto reversible 35 MM

Reference
9470120

- Simple Buckle 35 MM

Reference
9040120

Palladium finishes
Delta box strap (black / dark brown)
Made in Italy

- Auto lock system 35 MM

Reference
9710120

Reference
9700120

Palladium finishes
Delta box strap (black / dark brown)
Made in Italy

- Auto reversible 30 MM

- Auto reversible 35 MM